



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII.

NEW YORK, JULY 4, 1900.

No. 1.

YOU KNOW WHERE IT GOES.



Your classified
advertisements
MUST
reach a great many
persons in order to
pay.

In the

Philadelphia Record

They appealed
during June to

193,000 Persons Daily
151,000 Persons Sunday.

Classified Rate, Fifteen Cents a Line.

A high-class, well-paying feature.

RECORD CLASSIFICATIONS PAY BIG.

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PRINTERS' INK.

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WAGGON

PROCURE
PROFITABLE
PUBLICITY

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SATISFACTORY
STREET CAR
ERVICE

THAT'S THE

KISSAM
IND

Write, Wire, Call or 'Phone us.

GEORGE KISSAM & COMPANY,
253 Broadway, New York.

Written by G. W. Bull, San Francisco, Cal.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1893

VOL. XXXII.

NEW YORK, JULY 4, 1900.

NO. 1.

TAKING ADVANTAGE OF BIG ADVERTISERS.

By Hollis Corbin.

If I were a New York downtown druggist I believe I could make a great deal more money by getting more than my share of the sales of the widely advertised medicines than by working off substitutes for these medicines.

Instead of making a window display of preparations of my own, or of a lot of miscellaneous goods, as is the general custom, I should keep my window filled with the best advertised goods—making changes daily, or every other day—and showing one line at a time.

I should, in every case, have a large show card giving the advertised price and my selling price.

I should endeavor to find out from the manufacturers on what days they would use extra large spaces in the New York papers and regulate my window display accordingly.

I believe that most manufacturers would furnish that information if I should explain that I wanted it solely for the purpose of co-operating with them in the sale of their goods.

If Paine's Celery Compound were to be advertised more extensively than any other medicine to-morrow I should have my window filled with that big seller to-morrow morning.

Then I should have a card lettered which might read something like this:

This is the remedy—Paine's Celery Compound—which you read about in this morning's *Sun* and *Herald* and which you will read about in to-night's *World* and *Journal*. Our price for the \$1 size, 79 cents.

Such a display and such a card in a window and on a day when pages or half pages in the papers were devoted to that remedy, would

surely pull in a lot of trade, aside from making a lasting impression upon people who would consequently patronize the store.

Here is another suggestion :

Omega Oil has been extensively advertised in some of the New England States and has, according to the advertising journals, made a quick and decided hit.

And still more recently I have seen Omega cards in the New York elevated trains.

Now let us suppose that those cards would suggest to a certain Park Row druggist that an Omega Oil campaign is about to be launched here in New York on a Uneeda Biscuit basis.

Then suppose that, by explaining their plans in the Omega Chemical Company (or, perhaps, by explaining only part of their plans) they should learn about how much and what sort of advertising is to be done, and what papers will be used, how often, etc.

With that information they could make some pretty safe calculations.

They could have a series of advertisements made very similar to the Omega designs but simply saying : Omega Oil at the drug store in the Park Row Building.

They could contract to have one of these appear to every nine or ten put out by the Omega company.

Now, I hold that it does not take more than a tenth (if that much) the advertising to teach people where to buy an article that is required to convince them that they should buy it.

Therefore, if every tenth Omega advertisement should be conspicuously coupled with the name of the Park Row drug store, a considerable share of the advertising would send people direct to that store, as several hundred thousand

64761
23824

people are within a few minutes' walk of it every day.

It would lead thousands of people to believe that that store had the exclusive sale of the oil.

If the Omega people should spend fifteen thousand dollars in advertising in New York City I believe that the Park Row drug store (or any other large, centrally located, downtown drug store) could profit greatly by spending ten per cent—fifteen hundred dollars—in coupling its name with the oil.

I believe that, under the circumstances, the fifteen hundred dollars would pay better if spent in that way than if spent in advertising the store in a general way.

Again, the Omega people might stand a third, or a half, or two-thirds of the expense of any such advertising because it would be gilt-edged advertising for them. Or they might not be willing to stand any of the expense on the ground that that course would offend all the rest of the druggists in the city.

IN A COUNTRY TOWN.

Mr. Walter T. Callon, of Greenup, Ky., sends the following interesting communication. PRINTERS' INK does not feel called upon to vouch for the facts, and gives them for what they may be worth :

Take a county in Eastern Kentucky with a population of 20,000, county seat of 1,500, and two good local weekly papers, one Republican, the other Democratic, which together cover the county. The county seat is easily accessible and country people do all their trading there. Say there are several first-class stores in the town, and all seem to be doing a profitable business, without any advertising except the regulation ad in their choice of the two papers, stating that each has the best goods at the lowest prices. What better opening could a wide-awake business man with some advertising ability desire? Such a town as described a friend of mine located in to go into the general merchandise business, and it is his experience I want to relate.

This friend's name is Jones. He was not an entire stranger in the town where he located. He went to each of the country papers and contracted for twenty-four inches (one column) space for one year, paying for the same \$50 to each paper, having the privilege of changing his ad as often as he desired. He purchased border and four fonts of type for each office, with the understanding that the material was to be

used only for his work. Jones advertised in his space, three columns wide, the date of his opening two weeks beforehand, starting out with the statement that no goods would leave his store unless cash was paid, and that he would in return pay spot cash for country produce, and the seller could take the money and go to another store to make purchases if he desired. When Jones got opened up fairly he did a fine business. Changed his ad every week, running the same ad in both papers, except a difference in the introductory heading. A list of articles with prices were named each week. In many instances his prices were no lower than those of other merchants, but it was in letting people know them that he got the start on his competitors. Women in the country like to read a list of articles and prices as well as the women in New York. They like to know what they can go to town and get and what they are going to pay for it. A country town merchant hasn't the scope a city department store has, but he can get up a fresh ad once a week, which answers his purpose as well in his location as the page of prices in the city papers does the city department store.

IT'S HUMAN NATURE.

Mr. Frank A. Munsey admits that he was mistaken in refusing to allow commissions to advertising agents. The experience has cost him a few thousands, but the incidental advertising he received through his fight is, perhaps, well worth the price. "Human nature," says Mr. Munsey in his Red Book No. 4, "comes out good and strong on the matter of direct and indirect taxation on this commission question to advertising agents. The thought of paying an advertising agent ten per cent in cold cash seems to paralyze a good many advertisers, whereas a much higher percentage, even paid indirectly, does not phase them a bit." Human nature was ever thus.—*The Imp.*

ILLUSTRATED WANT AD.



REAL ESTATE WANTED.

Write a Letter

to your Minnesota agent asking about the standing, the prestige, the popularity, the circulation, the growth of the

St. Paul Globe

We'll gamble on the result—that you'll decide we've been telling you the truth, not only when we say you cannot cover Minnesota without the GLOBE, but also that it's the best business proposition in the Northwest. Let us tell you more about our daily life.

THE GLOBE CO.

ST. PAUL, MINN.

EASTERN REPRESENTATIVE,

CHAS. H. EDDY,

10 SPRUCE ST.,

NEW YORK CITY.

WESTERN REPRESENTATIVE,

WILLIAMS & LAWRENCE,

HARRY FRALICK, Mgr.,

87 WASHINGTON ST.,

CHICAGO, ILL.

BOSTON CORRESPONDENCE.

The Boston postal authorities have put in much time during the year in looking up fraudulent advertising schemes where the mails are used and have not only secured convictions, but have driven more than fifty of these concerns out of Boston. In most instances, where the schemers found that the officers were on their tracks, they would stop business, and thus prevent the officials from obtaining evidence. The inspectors have also had their attention called to a number of advertisements and circulars sent through the mails advertising to loan money to salaried men w^tout security. They advertised that a salaried man who had a fair position could obtain money without further guarantee. A good many men tried to get money from these concerns, but after depositing from \$2 to \$5 for being looked up, were refused money, on the ground that they were not good risks. The last advertising fraud that the officials claim to have broken up was brought out a few days ago, when a man was arrested in Malden. He advertised in the papers stating that he would buy hay, grain, etc. These advertisements were placed all through Maine, New Hampshire and Vermont, eliciting a great many answers. The accused sold the produce which he negotiated from the farmers, but kept the money.

The Twentieth Century Club has offered a prize of \$25 for the best set of a dozen photographs illustrating most effectively the disfigurement of advertisements of highways and landscapes in Massachusetts. The photographs are to be accompanied by such particulars as will add to their "effectiveness," that is to say, the price paid to the owner of the land for its use in advertising; the opinions of residents of the neighborhood; whether the law has been infringed, etc. The contest closes October 1, 1900. Two years ago, the circular of the club says, "the Twentieth Century Club made a determined effort to bring to the

attention of individuals the evils resulting from the cupidity of advertisers, and in order to secure the co-operation of real estate owners, private mailing cards were issued to be returned to the club. The receivers of the cards were requested to sign and secure other signatures to the following printed on the back of the card: 'I hereby agree to permit no advertisement on my property other than plain and inoffensive ones necessary to my tenants' business or my own. I will endeavor to prevent disfigurement of the landscape and highways."

The campaign of the club is directed principally against the big sign-boards and poster stands which line the streets and country roads of the State wherever there is a vacant lot, and the painting of signs on isolated rocks and boulders where the effect is to jar the senses and mar the effect of the scenery. If not carried to an extreme this campaign will be productive of good in many ways; it will prevent the "sniping" of dead wall spaces and the indiscriminate daubing of paint in parkways where people resort for pleasure. It is said that five thousand great posters advertising Pllsbury's flour were sent to the New England agent to be posted wherever eligible places could be found, but he was so well satisfied that such a disfigurement of landscape in the most picturesque parts of the country would be distasteful to the people and would react against the company that he sent them back with the recommendation that if used they be posted in some other part of the country.

F. N. HOLLINGSWORTH.

BY COLOR.

The principal stores of New Orleans have adopted the clever idea of using colored wrapping paper, so that the parcel one carries is perfectly identified with the shop. One department store uses a well defined blue paper; another white; another a vivid pink. A prominent milliner uses purple tissue altogether. The shopper wears the unmistakable badge of trade for the house she patronizes, tacitly giving the approval of their merits thereby. It is a cheap method of advertising; but when the women find it out, won't they—out of sheer perverseness—rebel?—*Newspaper Publisher*,

A Mass of Information!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of every American newspaper. Consequently he has always at hand, arranged in chronological order, accessible at a moment's notice, a compactly and conveniently arranged mass of interesting documents, statements, pamphlets, advertisements, circulation figures and what not, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these papers and his familiarity with the subject it is always possible to pass the history of a paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers or others at a specified time.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty second year of the publication.

Price Five Dollars.

GEO. P. ROWELL & CO., Publishers,
No. 10 Spruce Street, New York.

SPECIAL VS. GENERAL.

By Clifton S. Wady.

To reach Boston from a southern point you have to go north.

School Suits.

The boy will learn better if supplied with one of our School Suits.

Made for Hard Wear

Reinforced in Exposed Places

Economical and Reliable

No. 1.

But simply going north will not land you in Boston.

To sell goods by advertising you have to speak well of them.

But broadly, merely "speaking

Monday.

YOUR 5-YEAR-OLD BOY

needs one of our new pattern

School Suits, \$5.

**TWO PIECES—
JACKET AND PANTS**

The reinforcements save you patching.
Handsome, strong and ironlike material.

See the sample suit in our window or come in and examine.

No. 2.

"well of them" won't sell the goods.

My purpose in this comparison is to emphasize the fact that you may travel in a "general" right direction and wander over half the map and miss your destination; where a "special" path would have brought you there in short order.

The special ad is better than the general ad and using it you will "get there" much more quickly, and at less expense.

I'll try to make this point clear by a few examples.

No. 1, a general ad I find in print.

I will re-write it to make a "special" ad covering the case. (See No. 2.)

That's for one day. The next day I should cover another age in the same manner with No. 3.

There's something definite.

"Glittering generalities" are to be avoided as much as idle, incompetent help. They stand around and fail to make sales much after the same way.

Again, take the matter printed in No. 4.

It doesn't mean anything to a cigar smoker. It offers nothing

Tuesday.

YOUR 10-YEAR-OLD BOY

will admire our latest pattern

School Suit, \$7.

**Jaunty and well made
from the best quality
blank cloth.**

Stop and see the sample suit in our window marked $\frac{1}{2}$ or, better, come in and closely examine it.

A bargain and so guaranteed.

No. 3.

and presents neither inducement nor interesting facts for his consideration.

Suppose you should, instead, try to stimulate box trade for a

**Cigars
To Burn**

**A pleasant smoke for
the particular and an
attractive cigar for the
economical.**

No. 4.

few days by such an offer as is contained in No. 5.

Or take the counter trade and offer a new cigar of your own, just under price. Announce-

ments in the daily papers and in the window or on an attractive counter card might be worded after the style of No. 6.

Cigars Under Price

Until Saturday night next we offer all standard cigars at a special

10% Discount

if bought by the box.

Among these goods shown in our display window this week, notice the following, at the net prices quoted.

Cross-Eyed Girl \$2.90

Etc., Etc., Etc.

No. 5.

Looking through the daily paper ads opportunities are endless for improving them by simply

OUR NEW CIGAR

The Squee

4 CENTS

This new and excellent 5-center is put on sale at 4 cts. to give smokers a chance to try a few at almost cost.

It is a fact that we ought not to sell the **Squee** for 5 cts., for it is ro-cent quality.

You have but to try it to know that our claims are well substantiated in the smoke of

OUR NEW CIGAR

The Squee

4 CENTS

No. 6.

re-writing to introduce specificity. The "general" character of much of the matter weakens it im-

mensely. Making it "special" adds to its strength.

THE CHEMISTRY OF ADVERTISING.

"I fear that I have perhaps led you to believe that I have an absolutely sure theory regarding advertising. I wish to say, in parenthesis, that many firms get discouraged in their advertising because they have not absolute facts. All my limited experience leads me to the conclusion that nothing can determine the exact relation of advertising to immediate sales. We cannot get at this relation. We may get a drift. But the underlying principle of it is to formulate a theory that is founded upon reason and common sense, to apply that theory by certain methods, and then to treat it precisely as we do the forces of nature with reference to the growing of grass; the rain falls and the sun shines, the earth chemically gives forth its results. I think the analogy is almost perfect. We cannot get at the chemistry of human nature, which makes advertising an absolute success. But we can formulate our theories, and when we have made sure of their relation to common sense, we can adhere to them. If under these influences business grows and is prosperous it is due to the controlling system, but the advertising is the dynamic force that vitalizes all the rest," is the view of Robert C. Ogden, resident partner of John Wanamaker in New York City.—*Lawrence (Kan.) Journal*.

DOES THIS SLANDER SOLICITORS?

The average advertising solicitor is noted for his easy conscience, especially so far as statements regarding the circulation of his publication are concerned. The man who represents a paper with a circulation of 1,000 or 1,500 does not hesitate to declare the circulation to be at least 5,000; and the one with 3,000 circulation would not consider his chances for the future jeopardized if he should place the figure at least one hundred per cent higher than that. The man who places advertising nowadays usually expects this, and circulation claims have become so proverbially unreliable that even when true statements are made by honest solicitors they are taken with a grain of salt.—*Inland Printer*.

At this office, 10 Spruce Street, New York, the

Geo. P. Rowell Advertising Agency

keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

NOTES.

A FINE of \$10 is the penalty for attaching advertising matter to telegraph poles, fences, etc., in York, Pa.—*National Advertiser*.

G. E. FOLK, a dealer in boots, shoes and rubbers, at Piqua, Ohio, writes: "I read PRINTERS' INK—it is the biggest little paper I know of."

THE Boston *Traveler* asserts that on Friday, June 2d, the advertising columns of Boston dailies stood as follows: *Traveler*, 41; *Globe*, 32; *Herald*, 25; *Journal* 22½; *Post*, 18½; *Record*, 17.

A RECENT De Long Hook and Eye magazine advertisement reads:

"If into the order

You'd secretly slip,

The 'De Long' is the password,

And here is the grip:

See that hump?"

THE C. A. Edgarton Mfg. Co., of Shirley, Mass., is offering prizes aggregating \$1,500 to purchasers of President Suspenders, for nearest guesses as to the popular vote for the next president. \$500 is offered for nearest vote of winning candidate, and 88 others.

THE Lightning Freezer drops into rhyme in a recent magazine advertisement, which reads:

"A Lightning Freezer in the house

Will stimulate your boy's ability,
By showing him how pleasure can
Be joined to practical utility."

GRAIN-HEARTS, a new cereal food, is being advertised in the elevated cars. One of the cards addresses a note "To the Lady of the House," and reads: "Dear Madam, I am going out for the afternoon, but you will have no trouble, as Grain-Hearts is all cooked and ready for use. Signed, THE KITCHEN FIRE."

AMONG the Campbell Condensed Soup Co.'s car cards, running at present, is one reading:

"16 to 1, we must admit,

Could not the standard fix;

But we've condensed the scheme a bit,

And give you one for six."

The reference is that each can contains six plates of soup.

A QUOTATION from Pliny is being used as an advertisement for Knox's Gelatine in some of the car cards now running in Brooklyn. It reads: "Simple diet is best, for many dishes bring many diseases, and rich sauces are worse than heaping several meats upon each other." Undoubtedly the Romans suffered from dyspepsia even thus early.

THE L. E. Waterman Company of New York is running an advertisement with pictures of McKinley and Waterman and the heading "McKinley for President, Waterman for Pens." It also contains a testimonial from the president extolling the pens. It appears to fit in well with the spirit of the "convention numbers" into which it has been inserted.

SALISBURY & CO., hatters, Newark, N. J., exhibit a monster straw hat in front of their store. They call attention to

the fact that it is the largest straw hat ever made, its size being 29½. The hat proper contains 178 yards of straw braid and the fancy band on it 42 yards. A sign giving this information is near the hat. It concludes with: "If the hat fits you, it's yours."—a safe offer.

THE Gem Safety Razor Company is running a series of car cards, among which are the following: "A tip that requires no 'tip,' use the Gem Safety Razor." A second reads:

"Save your time and save your pelf;
Save your temper; shave yourself."

A third one goes:

"If your freedom you would win,
Freedom from the barber's 'chin,
No more feel wounds on your skin,
Use the New Gem Safety Razor."

THERE are numerous sheets now published devoted exclusively to advertising. PRINTERS' INK, however, was the pioneer. Some of the "Printers' Ink Babies," in fact most of them, are worth while, but PRINTERS' INK is the best and cleverest. Last year PRINTERS' INK offered a sugar bowl as a prize for the best testimonial of the value of the "Little Schoolmaster in the art of advertising." Many, very many, appreciations were submitted; nearly all were good and sounded sincere. The best one, however, easily won. It read: "American advertising is the best in the world. PRINTERS' INK has made it what it is." Every one interested in the subject of advertising should read PRINTERS' INK.—*Alkaloidal Clinic* (Chicago), June.

At sixty cents a copy David Williams Company, of 232-238 William street, New York, issue an interesting volume called "The Knight of the Grip," being a reprint of the series of articles bearing the same title originally published in the *Iron Age*. This book will perhaps be specially interesting to traveling salesmen, but will also be of interest to the employers of the salesmen and to the merchants with whom they are in constant contact. The employer can hardly fail to find in it many suggestions in regard to the success of salesmen on the road and the treatment which should be accorded to them. In a similar way the narration of personal experiences and the discussion of the different subjects covered by the volume will be of interest to merchants. The book is clear and forcible in its style, and pervaded by a kindly and genial spirit.

WELCOMED.

A St. Louis man wants to trade us some breakfast food for advertising. Now that is something like, says Newt Bryson. We don't care whether it is breakfast food, dinner food or supper food. Just so it is feed. We are getting tired of getting propositions for swapping advertising for electric belts, liver pills, patent churning and cottage organs and we welcome the feed proposition as a shipwrecked mariner welcomes the sight of land. Send on your feed, brethren, and get your advertising.—*Kansas City (Mo.) Times*, May 31.

Ans are lawyers that argue your case.
Have good ones.

A CHURCH IDEA.

Office of "REPORTER-JOURNAL."
TOWANDA, Pa., June 19, 1900.

Editor of PRINTERS' INK:
This sample of church advertising ap-

AT THE
New Tabernacle
SOUTH MAIN ST.



Rev. S. M. MARTIN
Will Speak To-night.
Subject: "Love's Triumph."

peared in the Elmira *Advertiser* of Tuesday, June 19th. Yours truly,

J. H. MURRELL.

IN DAVENPORT, IA.

DAVENPORT, Ia., June 20, 1900.
Editor of PRINTERS' INK:

Silberstein Bros. are popular clothiers of this city. There are four of them and their trade-mark is four Silberstein profiles in a row. There are a number of billboards along the road leading north from the city, each one of which is occupied by the four portraits handsomely painted in colors. Besides the firm name the only words are "One married—three left."

U. H. HOSTERMAN,
Adv. Mgr. *The Times*.

SOME PEOPLE.

Some people think they can do a Pear's Soap or a Hood's Sarsaparilla business right away, simply by following the present advertising methods of those concerns. They forget the millions such great advertisers spent in educating the public mind up to a point where a picture or a word or two mean a whole book.—*Bates.*

INDIANAPOLIS SHOW WINDOWS.

INDIANAPOLIS, June 26, 1900.

Editor of PRINTERS' INK:

C. W. Meikel, a plumber, has managed to keep at least half a dozen people at all times in front of his store, watching the live ducks in the window. Ducks in a plumber's window! To the curious it is hard to understand what is being advertised. The first idea is carried out by calling the attention of passersby; after that, it is no trick for them to see what Meikel is there for. A week later his window presents a scene, ostensibly the result of imperfect plumbing; a crowd stops to find out the cause of the fall of water down the show window, apparently from the floor over the store. Mr. Meikel is making an impression. As the little streams of water trickle down the glass, it does not shut out altogether the display of nickel-plated towel racks, Venetian lamps, and the other goods in his line. A "stir" in another window has been caused by four electric fans, placed in the midst of about five pounds of feathers and down. It did not take long for the fans to distribute the down over the wheels suspended from the ceiling, clinging there a second, and whirled again through space until it seemed a furious snow storm confined in about eight square feet. This was too good a chance to lose not to play on the word "down," and the price of the wheels was used in connection with it. Animation will always excite the animated.

Yours truly, NELLIE I. HAMLIN.

FROM QUEBEC.

SHERBROOKE, Que., June 18, 1900.

Editor of PRINTERS' INK:

I inclose herewith a somewhat unique specimen of the adman's art which may



In every town
and village
may be had,
the

Mica Axle Grease

that makes your
horses glad.

Made by Imperial Oil Co.

prove of some interest to you. Same was clipped from a recent issue of the *Montreal Herald*. Yours truly,
J. E. WATERHOUSE.

THE WESTERN RING.

BOSTON, Mass., June 25, 1900.

Editor of PRINTERS' INK:

The inclosed ad has been running in the Boston daily papers for the past few

PACIFIC COAST AGENCY

Is wanted by an energetic business man for a good staple article that is worthy of the time and money expended in pushing it. The advertiser has just arrived from San Francisco and desires to return with a good business proposition. The time has come when the Pacific coast can no longer be ignored. Our recent acquisitions in the far East, the immense commercial and business interests that are now tributary to the Pacific slope, and the development of the new gold fields are adding millions to the wealth of America. For interview please send your address to "I go," the *Post*.

days. It has the true Western ring, which is characteristic not only of Western advertising, but of all business methods.

F. N. H.

A BRIBE FOR CRITICS OF BOOKS.

Something new, and not nice, in book advertising has been brought to our attention by a friend, says the *Boston Record*. The "advertising manager" of a certain firm of publishers sent him a letter, of which we quote the essential parts:

"DEAR SIR—In introducing our new publication, ——, we find it advisable to have the 'good word' of a number of people in various walks of life and in various professions.

"We have accordingly set apart a limited number of volumes for distribution in exchange for 'testimonials.'

"The inclosed certificate enables you to secure six of these complimentary volumes.

"If you wish to consider the matter of assisting us with your influence in exchange for these six volumes, please detach, sign and return to us the inclosed 'reply slip' at once, retaining the certificate. If you don't care to entertain the proposition, please return both the certificate and reply slip before Thursday of next week."

One sees what richness lies in this combination of criticism, gift and "testimonial" advertising. Perhaps it explains some other mysterious "good words" for books dangled before the eyes of the book-buying public. Those "six complimentary volumes" are neat bait.

JUST A WORD!

The name "Sapolio" is worth alone one million dollars at least.

Just one single word!

Anybody can make a cleanser and polisher just as good as Sapolio.

He can make something exactly like it down to the minutest detail, but he can't sell much of it because he can't call it Sapolio.

This one word has been made worth a million dollars by advertising.—M. Wineburgh.

COUNTRY BANK ADVERTISING.

Some years ago the president of the First National Bank at Braddock, Penn., determined to investigate the results of advertising, and chose his own bank as the object to be aided. He began a systematic series of advertisements, showing the benefits that followed—having a safe place for money, the satisfaction of being able to place one's hand upon his means when desirable to do so. He kept pegging away, and soon results became apparent. He kept it up, and to-day the bank has grown to huge proportions; there are scores upon scores of new depositors each month. Money has come out from its place of hiding, been put in the bank, into circulation and into business, and the institution has won the confidence of the community. There are dollars returned for the pennies paid out. There is no bank too small, nor too large, to be helped by judicious advertising, and no bank should fail to keep itself before the public by this means. Twenty-five or thirty dollars per annum expended in this way would repay any country bank.—*Bankers' Review*.

ALL PAPERS READ.

There is, perhaps, but a single place in this country where almost all the newspapers of the United States are read. To the exchange bureau of the *Ladies' Home Journal* practically every paper in this country comes—an aggregate of nearly 9,000. It is the rule to read each one within a day after it is received, so a large staff of trained readers is kept employed constantly. By this plan it is possible for the editors to keep in close touch with the reading public, and accurately informed as to the topics that are uppermost in the public mind in every section. In this reading, such selections are made as may be of special immediate interest, as well as matter for future reference and notes that may serve as memoranda or suggest articles. Moreover, everything relating to the *Journal* is clipped and filed. Thousands of dollars a year are spent in this work alone, but Editor Bok regards it as a very profitable investment, as invaluable information is thus supplied that could be obtained in no other way.

BARBER POLES.

In the olden days barbers were surgeons as well as hair-cutters, and one of their chief occupations was that of blood-letting, a means of cure much indulged in by the good folks of a century or two ago. In this operation the patient grasped a small pole for the purpose of making his arm tense, in order that the incision in the arm might be more effective. When this pole was not in use it was set up in the window, entwined with a fresh bandage of cloth to be used for wrapping about the arm after the next operation. This served the purpose of a sign to the public; and after a while, instead of using the actual pole and bandage for advertising his business, the barber contented himself with a representation of them by putting up at his door a red pole encircled with a spiral stripe of white paint and surmounted with the design of a basin.—*Ladies' Home Journal*.

A CIRCULAR BURLESQUE.

I desire to call attention to an amusing burlesque circular issued by the friends of a young music teacher in this borough. It is no worse than many circulars which have been issued in all seriousness by men or women who were laboring under the impression that nothing in the world was of greater importance than their musical skill and what other people said of it. Here are some extracts from the circular, with the names slightly modified:

MISS MARIE BRIARTON,

Soprano, Incognito, Tete-a-tete. Having returned from a successful siege of Western hamlets, is prepared to instill into the minds of very immature persons the latest methods in vocal annihilation.

Mates found for odd voices. Voices arranged to match any complexion.

Cadenza and trills inserted with or without the use of anaesthetics.

Beautiful half-tone specimens of her voice in any posture sent whenever requested, postage prepaid.

Miss Briarton, at the urgent request of a large circle of friends, rather reluctantly publishes the following bouquet of

PRESS NOTICES

culled ad lib. from various bucolic gazettes:

Miss Marie Briarton appeared last evening before the Voting Mothers' Association. The usual rule forbidding the admission of children in arms was suspended for the occasion and was taken advantage of by the infants, many of whom showed their enjoyment by clapping their hands and gurgling with delight all through her songs, notwithstanding the expostulations of their parents.—*Patchogue Century*.

Like many other great singers Miss Briarton has been asked to publish her opinion as to the best brand of bicycle. Heretofore she has refrained from thus giving free advertisement to any firm of manufacturers, but the thing has become such a bother that, in order to put a stop to it, she hereby declares officially that the Pushemhodski is undoubtedly the very best. For climbing down hill it is much easier than any other make, hardly any work being necessary to keep the wheel at a standstill.

What Miss Briarton thinks of Duffy's Malt, Vin Mariani, Malt Extract, O-H and other beverages conducive to vocal strength and bodily vigor will, as soon as certain negotiations now pending are settled to her satisfaction, be made public through the medium of the daily press and L cars and stations.—*Brooklyn (N. Y.) Eagle*.

IN HARTFORD, CONN.

None have attracted more attention than the woman with the red sunbonnet. The headpiece is an enormous one and over her shoulders she wears a white cape on which is an inscription advertising J. W. Wilbur & Co.'s land sale. She has been "making good" from the start and people walk backward to study her queer appearance and get the full significance of the sign. She takes it unconcernedly, having become well used to it by this time, and seems to rather enjoy it.—*Hartford (Conn.) Globe*.

THE SWIFT CHARACTERISTICS.

The principal characteristic of the Swift advertising lies in its headings. They are so plain that babies could use them for alphabet studies, and yet they are big enough for grandmothers without glasses. Good margin and plenty of daylight between the lines is another cardinal principle in the Swift advertising. There is too much solid matter in the magazines, both in the text and in the advertisements. We want our page to be the oasis to the reader's optic nerve.—*W. M. Shirley, in Advertising Experience*.

HERE TO STAY.

Every once in a while some doughty gentleman connected with the ancient and honorable profession of advertising rises in his might and undertakes the annihilation of the now almost universally accepted word "ad." And when he gathers himself together after his battle with the windmills, he discovers that "ad" is more popular than ever. There may be no philological excuse for the abbreviated form; "us purists" may bemoan its use, but it is here and here to stay. Utility covers a multitude of philological sins.—*Agricultural Advertising, Chicago, Ill.*

IN THE FAC-SIMILE LETTER.

Fooling the public appears to have become an art, when a writer in *Advertising Experience* gives advice like the following in regard to making a fac-simile letter look real: "The body of such a letter should be very carefully but not accurately written. By that I mean that one or two typographical errors should be introduced to give it the appearance of the real thing; a word or two inserted above the line, a repetition obliterated, or some thing of that sort."

MANY a good article remains a blessing in disguise for want of advertising.

Classified Advertisements.

Advertisements under this head live two weeks more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVVERTISEMENTS for the EVENING POST. Charleston, S. C.

A DVVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Good newspaper cuts for grocery and meat ads. Will buy one or 50¢. Send proofs to C. JOHNSTONE, Drawerl, Hartford, Ct.

WRITE LUCAS & DAVIDSON, New Orleans, if you have novelties and wish them to represent you. They visit the wide-awakes who advertise.

\$1,000 AND services, small daily or well-established weekly, by experienced newspaper men, at moderate salary. Jersey preferred. "D. W. B." care Printers' Ink.

WILL buy a 2d-hand pony job cylinder press, tapeless delivery. Prefer table distribution. Must be perfect register, with cogs in good condition. R. E. BARTLETT & CO., Kalamazoo, Mich.

A RARE opportunity for a live, active newspaper man, capable of handling the details of an established publication doing a large and profitable business and about to increase its facilities. Address "RARE OPPORTUNITY," care Printers' Ink.

PRINTERS' INK.

WANTED—A business manager and financier, with \$25,000, to buy an interest in one of the oldest, best established and best paying monthly publications in the United States. A chance of a lifetime. Address "CHANCE OF LIFETIME," care Printers' Ink.

O ONE YOUNG MAN IN EACH TOWN can do special work for me. I would rather get the young man who sells advertising or writes news for the local paper than almost any other man in the town. I think I can make him an interesting proposition.

Particulars on request.

CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.
SUPERIOR engravings; promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

HALF-TONES.

ON any screen. Quality the best. Price the lowest. Service the most prompt. Write for circulars. STANDARIS, 61 Ann St., New York.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17 up; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHRIS, 240 East 33d St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING INSTRUCTION.

LEARN to write advertisements. We teach you this modern, fascinating and money-making business by mail, practically, successfully. Highly endorsed. Good demand, big prospects. Send for free prospectus. PAGE & DAVIS CO., Suite 2, Medina Temple, Chicago.

ARTISTIC PUBLICITY CONTEST.

PROFITABLE ADVERTISING, "The Advertising Trade Journal," offers \$375 in cash prizes for best original newspaper and magazine designs. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address PROFITABLE ADVERTISING, Boston, Mass.

ADDRESSES FOR SALE.

3,200 NEW canvassing agents, all over U. S., this month only \$1 per M.; lot for \$3. Never used. A fine lot. S. M. BOWLES, Woodford, Vermont.

4,000 ADDRESSES, new and reliable, alphabetically arranged, including attorneys, dentists, druggists, physicians, students, \$4. MARSHALL & BRUCE CO., Nashville, Tenn.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. 10¢ list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

PREMIUMS—if you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. A. O. & E. C. HOWE, Manufacturers and Jobbers, 904 Bay State Bldg., Chicago, Ill.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. E. SWEZEV, with Brotherhood Wine Co., New York City.

HOW to get rich in the mail-order business. What, how, when, where to advertise. How to prepare and pack all sorts of goods by mail, how to start a business with a few dollars and build it to a million dollar enterprise. A series of laws on advertising, important postal information not found in the Postal Guide and a large amount of other valuable facts, all in our new cloth bound volume, "Secrets of the Mail-Order Trade." Postpaid \$1. SAWYER PUB. CO., Temple Court, N. Y.

ADVERTISING NOVELTIES.

AD-PAPER WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

MAILING cards \$2 thousand up. New idea. Stamp PURITAN BOOK CO., Buffalo.

TRICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J.

HIGH-GRADE advertising caps and liveries for employees of business houses. Write for our free illustrated booklet. THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR SALE.

PRINTING office, \$200 cash, balance easy terms. "ROLLO," 97 Woodward Ave., Detroit, Mich.

STONEMETZ perfecting press and stereotyping machinery, \$8,000 per hour, four or eight pp, cheap; \$800. ENTERPRISE, Brockton, Mass.

PRINTING office—good chance for party wishing to engage in business. Good reason for selling. Apply to 413-415 Broad St., Newark, N. J.

FOR SALE—The Elizabeth, N. J., *Freie Presse*, established 1871, the only German paper published in Union County. Also a well equipped job printing office, five presses, boiler, etc., etc. Apply to FREIE PRESSE PRINTING ASSOCIATION, Elizabeth, N. J.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

A DVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boy's paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$100; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

A BOUt seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. KOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate 70 cents per inch or 5 or more insertions. Discounts, 10 per cent on 100 inches; 15 per cent on 250 inches; 20 per cent on 500 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 33 Park Row Building, N. Y.

THE HOME MAGAZINE, OF NEW YORK, is in its fourteenth volume, having been started as the *Commercial Traveler's Home Magazine*. Two years ago the name was changed to the **HOME MAGAZINE**, and the office removed to New York City. Since then the energies of the **MAGAZINE** have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation of the May issue was 75,000 copies, actually, of which over 40,000 are regular subscribers and the balance news-stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$80 per page or 40 cents per agate line.

We want your business because our circulation will bring you results.

Sad for copy and you'll be greatly pleased with it. **THE HOME MAGAZINE**, 93-99 Nassau St., N. Y. City.

NEWSPAPER BARGAINS.

ONE of the greatest opportunities in New England States—a weekly and job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. About \$5,000 cash required. The first newspaper man who sees the property and appreciates business situations will own it.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADDRESSES.

18,000 PRINTED names and addresses in book form. Must be sold quick. State what you will pay. ANTI-DRUG CO., Box 911, Newark, Ohio.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only book in the world furnishing names not to be found in directories. Have you a remedy for cancer, cataract, deafness, dyspepsia, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to affliction, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42D ST., N. Y.

ADVERTISEMENT CONSTRUCTORS.

E DITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

A D A DAY \$10 a month. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

I LL write 3 good ads, any size, for 25c. Send data. GREENE THE ADMAN, Oil City, Pa.

A DS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

J ED SCARBORO, writer of good ads, circulars, booklets, etc., 29 Morton St., Brooklyn, N. Y.

S NYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

I WRITE ads and nothing else. I know how. NELLIE L. HAMLIN, 118 E. Market St., Indianapolis, Ind.

J. T. AL LINSON, clever adwriter and designer. Send me a little data—I will tell you how I can help you and what it will cost. J. T. ALLIN-SON, Yardville, N. J.

A DVERTISING writing, expertytpeetting, electro, advice, ideas. Fourth year. Moderate prices. Ad written for trial. 2c. BLENNERHASSETT JONES, Puritan Book Co., Buffalo.

B OOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

T TWO VALUABLE BOOKLETS. "FROM CREDIT TO CASH." How to make the change so your customers will not object to it.

"STORE RULES."

Compiled from rules in use in stores all over the country. Will improve the management of any store. Either sent prepaid to any address for fifty cents.

Ask us about our syndicate cuts for retail ads at 16 cents each.

THE CHARLES AUSTIN BATES SYNDICATE, Vanderbilt Building, New York.

The Johannesburg

THE gold mines in South Africa are the
and that is just what the cards in KISSAM
They are wealth producers of the best
Earth in far away South Africa by experience
States it is dug from the strong box of the great
advertisers who use space in the KISSAM system.

When you take space in any of KISSAM's
advertising in the world, and the KIND OF

STREET CAR

in the KISSAM system will make you believe
we will tell you more about it, by mail or

FOURTEEN BRANCH OFFICES IN THE UNITED STATES

GEO. KISSAM & CO., 23

Written by John J. Griffin, Albany, N. Y.

urg of Advertising.

are the greatest wealth producers of the world, in KISSAM'S system of Street Cars are. The best kind. Gold is dug from old Mother Earth by experienced miners, while right here in the United States the great American people by the wide-awake KISSAM system of Street Cars.

In KISAM'S cars you are getting the best car
TODAY THAT PAYS.

CAR CARDS

your business grow. Drop us a line and
mail or a personal call.

ICES • FOURTEEN LEADING CITIES.

23 Broadway, New York.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JULY 4, 1900.

ADVERTISING that conveys a direct message has the best chance of success.

PRINTERS' INK has heard that the billposters of Chicago refused to put up the posters announcing Mr. Hearst's prospective Chicago evening newspaper, and that that gentleman, never at a loss, thereupon established a billboard plant of his own.

WITHIN the year ending April 30, 1900, A. M. Rothschild & Co. used advertising space in the Chicago *Daily News* aggregating at the net contract rate \$98,445.95. Mr. Lawson, the publisher of the *News*, believes the statement cannot be challenged that this is the largest amount of money ever paid one newspaper, in one year, by one advertiser.

THE *Animal World* of New York sends the following interesting proposition to prominent newspapers:

We can use about \$100 worth of space with you on a test advertisement which will measure about 200 agate lines and if results are satisfactory we will continue with you regularly. On this first order we will give you a beautiful genuine Angora cat, from fine imported stock, price, \$100, and if results are what they should be will continue and pay cash. It will pay you to get us started. The Angora cat is all the rage with society people and we have some very handsome animals. The W. D. Boyce Co. of Chicago, after receiving one cat, took three.

JULY magazines show a wonderful improvement in their school advertising. It is worth looking at and studying. Some of the effects are not only dainty but adaptable to other branches as well.

ANY publisher might be proud of the character of the books that are issued from the press of Chas. Scribner's Sons. Take a look at those advertised in the July issue of *Scribner's Magazine* and see how true this is.

AN interesting newspaper is issued monthly by the Jones Dry Goods Company at Kansas City, Mo. It is called *Jones' Cyclone*. The first page is devoted to interesting articles concerning the business and the remaining three to descriptions and prices in the Wanamaker style. It is a piece of advertising matter which would interest any man who writes announcements for department stores.

EIGHTEEN advertising men in St. Louis are to organize the Asbestos Club. The temporary organization consists of C. I. Barker, chairman, and F. A. Partenheimer, secretary. Those present at the preliminary meeting were: Walker Evans, Jr., of Wabash Railroad, W. M. Everett of Paris Medicinc Company, F. A. Partenheimer of Purina Mills, R. L. Prather of Brown Shoe Company, Henry Meyer of Friedman Bros. Shoe Company, G. R. Blickhahn of Lambert Pharmacal Company, T. A. Wright of Mermod-Jaccard Jewelry Company, O. E. Barnighaus of Woodward & Tiernan, A. MacDonal of Woodward & Tiernan, J. T. Thompson, Jr., of Wabash Railroad, Conrad Budke of Nelson Chesman & Co., H. J. Gotthelf of the Gunning System, C. I. Barker of *Shoe and Leather Gazette*, M. Furchgott of Wertheimer-Swarts Shoe Company, H. S. Gardner of Cotton Belt Route, H. E. Lesan of Mahin Advertising Company, George J. Geselschap of the George J. Geselschap Company, Thomas Wood, *Globe-Democrat*, and M. P. Linn, the *Republic*.

THE Kingston (N. Y.) *Freeman* of June 16th tells the following story of Henry Bright, the well-known "special agent":

Henry Bright attended the meeting of the Associated Dailies of the State in Kingston a few weeks ago. He is an enthusiastic amateur photographer and planned to take advantage of this opportunity to catch the likenesses of some of the State's most distinguished editors. Whenever he saw a newspaper man alone, or two or three of them in a group, Mr Bright was on hand with his camera and its click was heard at frequent intervals as he took one snapshot after another. He showed great skill in furnishing his subjects with picturesque or historic backgrounds. One editor was "shot" before a cement quarry, another on the bank of the majestic Hudson, another with the courthouse at his back. A truly good editor, who shuns the cup that inebriates, was wickedly photographed while stopping for a moment in front of a saloon. However, he need not fear that this picture will ever destroy his hard-earned reputation. It will never be developed. Neither will any of the rest. When Mr Bright got back to New York he found that he had forgotten to supply his camera with a film. His remarks on this discovery were appropriate and forcible, but by no means suitable for publication.

WINDOW DRESSING AND STORE ADVERTISING.

BROOKINGS, S. Dak., June 18, 1900.
Editor of PRINTERS' INK:

Can you give me name of some good publication on window dressing and interior decoration? Also on store advertising?

C. A. SKINNER.

A monthly called the *Show Window*, issued at \$2 a year, by the Show Window Pub. Co., 350 Dearborn street, Chicago, Ill., is "designed to teach its readers technical details of window and interior display of merchandise." It is the recognized authority in its line, the official organ of the National Association of Window Trimmers of America, and is finely illustrated.

Brains, 150 Nassau street, New York, and the *Advertising World*, Columbus, Ohio, are the "Printers' Ink Babies" that devote themselves principally to store advertising. However, a constant reading of PRINTERS' INK will give the subscriber a broader view of advertising than may be obtained from publications devoting themselves only to certain phases of it.—[EDITOR PRINTERS' INK.]

A MILLION DOLLARS.

Office of ROWELL & NICHOLS.
CHICAGO, Ill., June 18, 1900.

Editor of PRINTERS' INK:

The writer would be pleased to know how many firms spend one million dollars and over annually for advertising purposes. Respectfully yours,

ROWELL & NICHOLS, Per R.

It is a question whether any concern spends a million dollars annually in advertising; certainly none puts out that much in newspapers and magazines alone, or in these media and in billposting. It is asserted that the advertising expenditure of Wanamaker for his two stores does not exceed half a million a year, and that the Royal Baking Powder Company probably spends as much. Mr. Fred C. Ringer, of the Rowell Advertising Agency, says that perhaps the Continental Tobacco Company, manufacturers of chewing tobacco, put a million a year into advertising, if we include under that head the large amounts that concern spends in premiums. He tells PRINTERS' INK that during the years he placed the business of the American Tobacco Company—1894 to 1896 inclusive—the advertising fully involved the expenditure of a million dollars annually. What it is to-day he possesses no means of knowing.—[EDITOR PRINTERS' INK.]

THE FIFTH SUGAR BOWL.

Office of
"THE BANGOR COMMERCIAL."
BANGOR, Me., June 18, 1900.

Editor of PRINTERS' INK:

Since the first announcement of the Fifth Sugar Bowl contest the publishers of the *Weekly Commercial Farmer and Villager* have believed that this paper had a chance to carry off the prize, notwithstanding the wide field of competition, comprising the whole United States.

This belief has been strengthened by the list of eligibles given in PRINTERS' INK of June 13th, for we notice that the rate for advertising in the *Weekly Commercial Farmer and Villager* is much less per line per thousand of circulation than the rate credited to any mentioned in that list. The yearly rate for advertising in the *Weekly Commercial Farmer and Villager* is \$52.00 per inch, and the open space rate for 300 inches is 7 cents per line, which makes the rate per line per thousand of circulation one-fourth of a cent.

The circulation of the *Weekly Commercial Farmer and Villager* has ex-

PRINTERS' INK.

ceeded 28,000 copies each issue for more than a year past, and the publishers are, and have always been, ready to prove their circulation statements by the original postal receipts, by sworn affidavit, or by any other kind of evidence required.

The *Weekly Commercial and Villager* besides giving a low rate for advertising offers other advantages, such as a compact circulation among people who are well-to-do, and who take the paper for its own real worth and merit. Of the whole 28,000 subscribers, 26,000 are permanent residents of the State and the great bulk of this number live in the eastern section. They are nearly all well-to-do farmers, owning their farms, but who do not take daily papers because they can not get them readily.

No other weekly paper published in or out of the State is so welcome at the homes of Maine farmers and village people as the *Weekly Commercial Farmer and Villager*, because it not only gives the news of the whole country, special agricultural and farm matter, miscellaneous and special articles, but the local news of hundreds of Maine towns, and its influence with its subscribers is far greater than any outside publication can acquire. No other weekly paper ever reached so large a circulation in Maine as the *Weekly Commercial Farmer and Villager*.

Into Aroostook County, the great agricultural county of the State, 3,024 copies are sent; Washington County takes 3,885; Hancock, 3,501; Penobscot, 5,752; Piscataquis, 1,851; Somerset, 2,748; Waldo, 2,592; Kennebec, 990; Knox, 789; the other counties taking less than 500 each.

Where is the weekly having so compact a circulation among a prosperous class and which has so much influence with its readers that gives so low a rate on advertising? Yours truly,

J. P. BASS & CO., PER H.

An excellent weekly, covering its territory like the proverbial blanket, with a rate between one-quarter and one-fifth of a cent a line for each thousand of its circulation, the *Weekly Commercial Farmer* certainly deserves attention in connection with the award of the Fifth Sugar Bowl. Its letter is worth reading as throwing light upon advertising conditions in the Pine Tree State.—[EDITOR PRINTERS' INK.]

Office of

"THE COMMERCIAL APPEAL."

MEMPHIS, Tenn., June 19, 1900.

Editor of Printers' Ink:

In regard to our weekly as a competitor for the Sugar Bowl, note in your issue of the 13th inst. you rate us as having 60,562, whereas our average for last year, as per sworn statement furnished you, was 66,619. Every one of these papers went directly into the hands of a farmer's family, and this we claim gives the weekly paper its

great value—the fact that it goes directly into the families. At 21 cents per agate line for 66,000 circulation, and a family circulation too, we believe our paper is the cheapest in the country to-day. The weekly for this year will average considerably more than that, as we have now about this number of paid subscribers on our list, and this is the minimum figure which we will reach during the year. We hope, therefore, in considering the matter, you will give the advantages offered by the *Commercial Appeal* your careful attention.

Yours truly, COMMERCIAL APPEAL.
W. G. Holmes, Bus. Mgr.

The figures 60,562 are taken from the latest issue of the American Newspaper Directory and are the latest at present available. The rate, both at the circulation allowed or that above claimed, approximates one-third of a cent per line per thousand of circulation. This, while not the lowest charge for space among the publications named thus far as eligible, is still sufficiently low to put the *Weekly Commercial Appeal* high on the list.—[EDITOR PRINTERS' INK.]

Office of "THE CATHOLIC CITIZEN,"
MILWAUKEE, Wis., June 14, 1900.

Editor of Printers' Ink:

The *Catholic Citizen* of Milwaukee, Wis., claims the Fifth Sugar Bowl you offered to the weekly paper giving the best services to advertisers for the money. The *Catholic Citizen* accepts one-fifth of a cent per agate line per 1,000 of circulation per insertion. It proves its circulation by any test the advertiser may desire. Its circulation during 1899 averaged 14,500 copies per week (proof thereof with the American Newspaper Directory). Its subscription price is \$2. Nearly five-sixths of its income every year comes from subscriptions.

Its circulation has gradually increased from 8,000 in 1890 to 15,000 in 1900. These facts are stated as bearing on its circulation as an advertising medium. Very truly,

THE CITIZEN COMPANY.

The American Newspaper Directory rates this publication with F, meaning "exceeding 7,500 copies," and informs PRINTERS' INK that the statement of circulation referred to in the foregoing letter was not in proper shape, and has been sent back for revision. The rate at the Directory rating approximates two-fifths of a cent a line per thousand of circulation—a pretty good showing for a religious weekly.—[EDITOR PRINTERS' INK.]



MANY an advertising expert makes a bluff at hiding his light under a bushel, when a pint measure would answer the purpose.

SOME ADVERTISING PUNS.

"There," he said, "how's that: 'We do not sell the highest priced plug hats, but we do sell a plug hat for five dollars that is a corker.' See; a plug that is a corker. Do you tumble? And here: 'You'll have no music in your sole if you buy shoes from us.' No man likes a squeaky shoe, you know. How's this one: 'Our sheeting isn't a yard wide and all wool; it is fifty-four inches and all cotton.' Here's a delicate little touch: 'Although our ladies' hose are of superior quality and extra length, they don't come high.' This is not bad: 'You may not have a spasm of joy when you get into one of our cloaks, but you will be sure to have a fit.' Here's another neat thing: 'One of our union suits will get next to you and no mistake.' This is mighty near on straight: 'Our ladies' hats top the heap.' This one appeals to every mother: 'The kid that wears one of our flannel suits is a warm baby.' Here's one for the chase: 'A hunter in one of our khaki hunting suits is dressed to kill.' And this: 'Any man can blow himself on one of our twenty-five-cent handkerchiefs.' I rather like this one: 'The most truthful persons love to lie on our eight-dollar beds.' What about this one: 'Our eight-cent soft ginghams feel like thirty cents.' This is hospitable: 'Don't be in a hurry when you visit our furniture department; take a chair, or a whole set, if you wish.' This is suggestive: 'If you don't see what you want buy a pair of our crystal pebble glasses.' This is a tip: 'You can always make a killing at our slaughter sales.' Here's one for your restaurant business: 'In our handsome restaurant, on the top floor, ladies never bite off more than they can chew.' Here's one for the literary folk: 'Visit our literary department; our books are bound to please,' and so on indefinitely."—*Famc.*

E. C. DE WITT.

E. C. De Witt is now said to be worth \$500,000. A few years ago he was running a small drug store at Elk Point. He removed to Sioux City about 1890 and began the manufacture of a half dozen little patent medicine specialties, among them the now well-known "One Minute Cough Cure." A few years afterwards he removed to Chicago and began advertising his preparations. He now does business in every State in the Union and is amassing a large fortune.—*Huron (S. D.) Huronite.*

THE LOOP IN THE CATALOGUE.

A string, wire loop, or hole through the corner of a catalogue is worth much more than it costs. Most people will hang up a catalogue if you provide the hanger.—*The Imp.*

USING THE MAILS.

The compiler of "Secrets of the Mail Order Trade" estimates that there are 5,000 mail order advertisers in existence at present.

THE wise advertiser profits by his experience, but wiser is the one who profits by the experience of others.

PRINTERS' INK.

21

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

EVERY advertising page of *THE DAY*, New London, contains local or telegraphic news. No dead pages. No tucked out of sight places.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 per cent flat. W. S. CONKEY CO., Chicago, Illinois.

MAINE.

WE have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. *THE COURIER-GAZETTE*, Rockland, Me. (See Rowell's.)

CANADA.

CANADIAN ADVERTISING is best done by *T. E. DESBARATS ADVERTISING AGENCY*, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself *The Little Schoolmaster in the Art of Advertising*. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising media. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. *PRINTERS' INK*'s way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day-to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address *PRINTERS' INK*, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'd for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

MUSICAL INSTRUMENT Premium CATALOG



Every one interested in Premiums ought to get this catalog. It is compiled from a practical standpoint. All the descriptive matter is already written. Cuts of the goods are loaned free to responsible firms. With the aid of a scissors you can get out most attractive offers in 10 minutes. Write to-day for the catalog.

Lyon & Healy.

2 ADAMS STREET, CHICAGO, ILL.



If
You're
in the
Dark

as to how
to prepare
your ad-
vertise-

ments, circulars, booklets and cata-
logues, write to me for information
—I can assist you. The light of
years of experience has made the
entire subject perfectly clear to me.

The advantage of dealing with me
is that I attend to the whole busi-
ness. I write, illustrate, print, bind
and deliver a job complete. One order, one
check, does the business. Write me
and let me know what you want.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK

The Association of American Advertisers recently sent out a letter to the publications of the United States asking :

Are you willing to submit your cir-
culation books and records to the in-
spection of an accredited representa-
tive of this Association at any time
without further notice?

The total replies received from Dailies, Weeklies and Monthlies of St. Louis by this Association were ten, of which there were three dailies, four weeklies and three monthlies.

THE CHURCH PROGRESS was the only English Catholic Paper to reply that it was ready to prove that it has an average of 32,000 circulation.

For sample copy and rates apply to

J. P. STAMM, Fullerton Building, St. Louis.

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST.,
25 QUINCY ST., CHICAGO.

THE JOLIET NEWS makes it easy for advertisers to do business. It has its own system of checking and discovers errors quickly. The foreman knows his business. When position cannot be given the advertisement is dropped. He also understands that the advertiser is to have the best possible position and well set display. For proof we refer, without permission, to N. W. Ayer & Son, Pettingill & Co., Chas. H. Fuller Advertising Agency, Lord & Thomas, C. I. Hood & Co., George Batten, John Lee Mahin and others doing business with the NEWS. Yours truly, **THE NEWS COMPANY.**

Farm Poultry

BOSTON, MASS.

PUBLISHED THE FIRST AND
FIFTEENTH OF EACH MONTH

A live, practical paper read by the well-to-do class who have money to spend and read FARM POULTRY from cover to cover, every issue.

QUALITY

I. S. JOHNSON & CO., Boston, Mass.

Sept. 17, 1895.

Dear Sirs—We beg to say that the FARM POULTRY has been one of our best mediums for advertising. It seems to reach a class of people who are buyers, well-posted and well-read people. We are better pleased with the results from your paper than any paper we have advertised in this year, and have instructed our advertising agents to have more space with you the coming season.

Yours truly, ALLIANCE CARRIAGE CO.

QUANTITY

"Without exception FARM POULTRY has the largest circulation of any poultry paper published in America."—*American Newspaper Directory*.

SAMPLE COPY AND RATES SENT UPON APPLICATION.

I. S. JOHNSON & CO., 22 CUSTOM HOUSE ST., BOSTON, MASS.

For Virginia and North Carolina
USE THE
VIRGINIAN-PILOT
NORFOLK, VA.

It is the leading newspaper in a progressive community of 125,000 people, at the terminal of 20,000 miles of railway. It is the welcomed daily visitor in 10,000 homes.

September

The month when every Sportsman is preparing for a trip after

BIG GAME.

Outfits are being overhauled and purchases made. Your ad in the September

National Sportsman

reaches these people.

Rates on application.

NEW ENGLAND SPORTSMAN PUB. CO.,
15 Exchange St., Boston, Mass.

*The Lowest-priced Magazine Advertising in America.
Figure it out for yourself.*

NICKELL MAGAZINE

*The Only 5c. Illustrated Monthly
Magazine in the World.*

PAYS ADVERTISERS.

Here is what one advertiser says:

Publishers Nickell Magazine:

GENTLEMEN:—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,

OHIO ELECTRIC WORKS, Cleveland, Ohio.

— and “there are others.”

The

NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

THE POTTER-KENDALL CO., Boston, Mass.

Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

Farm News

Springfield, Ohio.

**STANDS FOR
PROGRESSIVE IDEAS
IN AGRICULTURE.**

FARM NEWS, Springfield, Ohio, is a favorite with the farmer, his wife, family and hired help.

FARM NEWS, Springfield, Ohio, goes into 100,000 of the best rural homes of America every month.

A strong leader and a paper with push that pulls.

On time contracts rates are less than one-half cent per line per thousand.

Any agent will take pleasure in sending FARM NEWS your order.

**THE AMERICAN FARMER CO.,
SPRINGFIELD, OHIO.**

EASTERN OFFICE:
150 Nassau Street,
New York City.

WESTERN OFFICE:
1113-1114 Manhattan Bldg.,
Chicago, Ill.

The Baptist Commonwealth

Continuing THE COMMONWEALTH, THE EVANGEL,
THE ATLANTIC BAPTIST.

The very leaders in the denomination think well of it.

George Dana Boardman, D. D.

I love to read THE BAPTIST COMMONWEALTH. It is a bright, just, genial, up-building paper. Philadelphia, Pa.

John B. Gough Pidge, D. D.

THE BAPTIST COMMONWEALTH is rapidly taking a very high rank among religious papers. Philadelphia, Pa.

A. C. Dixon, D. D.

THE BAPTIST COMMONWEALTH is one of the best papers that I read. Brooklyn, N. Y.

Henry M. Wharton, D. D.

The greatest religious journal in America, to my mind, is THE BAPTIST COMMONWEALTH. Baltimore, Md.

For advertising rates, sample copies, etc., address

THE BAPTIST COMMONWEALTH,
1420 Chestnut St., Philadelphia.

INK BAITS!

A very unique ink circular has been issued by a prominent New York house, and not like the publishers of "Ink Thinks" they mention no names or cast any slurs, but simply describe the different methods employed by ink men to secure trade. "One fellow prints in a most artistic way, beautiful pictures showing his inks in various designs of the different ages, occasionally supplementing the same by some funny pictures on the reverse side. Another one has a fine yacht where he entertains his friends in the hospitable manner which he is so noted for both inside and out of his yacht. Another fellow is a champion cake-walker who amuses his customers by dancing into their good graces. Another prints his card in somber colors and advertises the talent of his family not only as ink-makers but as artists. Another extols his wares by continually crying that his firm was established shortly after the arrival of the Mayflower, although candor compels the statement that his inks have much improved since then. Another fellow looking for cheap popularity heads all of his advertisements 'Not in the Trust—but he is mad because he was not asked to join.' The ink house that wrote the above circular, claims the other fellows may be better advertisers than they are, but their method is to make their customers their selling agents by giving them satisfaction in uniform inks.

My system of advertising revolutionized the ink trade, as I upset the old fogey ideas of small sales and large profits. I brought prices down to rock bottom and catered to the small printer by not charging him any more than the large one. I do not print fancy pictures, or own a steam yacht or do a cake-walk, or claim to be an ink-maker or an artist, or trace my lineage back to the Mayflower, or look for cheap popularity, but I do claim to sell the best inks in the world at much lower prices than my competitors. All these fads are expensive, and the printers are the ones that pay for them—not the ink men.

I never employed an agent nor do I expect to. The only instance where I left my shop to talk ink was to expose a fellow who condemned my goods without trying them. I arose in my wrath and was challenged to make the inks work. I visited their place, which looked more like a pig pen than a printing office, washed out the fountains, cleaned the form and bed on each press, tightened the belts and started up with fresh ink.

The results I produced made the foreman look like a fool and I afterward learned he was not a printer but a soap maker. I have sold ink in every part of the world and have never allowed an order to be shipped unless I had the cash in hand. I am the youngest concern in the trade, but have made more rapid strides than any other house in the world, and all through advertising.

Send for my price list. Address

PRINTERS' INK JONSON,
13 Spruce Street, **New York.**

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

One very important thing that every salesperson in your house should know, is where all the other goods are kept.

A lady steps into a store, and possibly she does not find the floorwalker or someone in authority very convenient, and she will ask a clerk where such and such goods are kept. The clerk should in all cases be able to direct her definitely.

It is very annoying to a customer to be told: "I don't know exactly where the goods are, but possibly you will find them in the rear of the store;" then, when the lady goes back to the rear of the store, she finds some one there who is equally ignorant, and directs her upstairs; after she goes upstairs she may find out positively that the goods which she wanted were on the first floor, within a few feet of the place where she made the first inquiry.

One of the first things that a salesman should learn in coming into a house is the location of the different stocks. Let him, if necessary, take a stroll around from place to place, so that he will know without doubt just where each kind of goods is kept. If the store is a large one it would be well to have a plan of the house drawn and give to each salesperson, so that he might use it in directing customers who might wish to go to some other department.

It will certainly be very annoying to a purchaser to be misdirected in looking for goods, or to be told that the salespeople do not know where the goods are. Then, of course, the floorwalker would have

to be looked up, and, if none should happen to be present, just then, considerable trouble might be experienced in getting the desired information.

Not only should the salespeople have a general idea where goods are kept, but they should be explicit in their directions, that there will be no mistake. Simply the directions that the goods will be found in the rear of the store is not nearly so satisfactory as to say that they will be found on the left-hand side, the second counter from the rear, or some definite information of this character. The more your salespeople know about the store and about the goods, the more benefit they can be to your customers, and, consequently, to you.

* * *

A great many stores have all their wrapping paper printed in large letters with their name and business. Whether this is a good means of advertising or not is open to considerable question. There is a great difference of opinion amongst the brightest merchants as to this matter.

Many claim that it is a good plan to have your name carried about in the arms of your customers wherever they may be going. Others think that people as a rule object to being made advertising sign-posts, and object to carrying packages which are disfigured by the printing of the wrapper. Certainly the only advantage that can be derived from it will be where the customers carry the package with them. If the goods are sent home by your delivery wagon, no one knows

anything about the transaction except your employees and the party to whom the goods go, and therefore there is no occasion for your advertisement on the wrapper. It has been said that stores using printed wrappers expend more than the advertisement is worth on account of the extra number of packages which they have to deliver because ladies object to carrying them.

A very small card on the wrapping is not objectionable, and may do some good.

One of the brightest pieces of advertising which has ever been seen in this line was done by a large house some time ago. They had a department in their store which was devoted to lost goods, and on each of the wrappers was printed a notice, "If this package is found, please return to (name of store), who will see that it reaches a package with their wrapper on it were printed all over the store, stating that any person who lost a package with their wrapper on it should leave their name and address with the person who had charge of the "lost" department. As soon as the package was found, or as soon as one brought it to the store in compliance with the request printed on the bundle, it would be immediately turned over to the proper owner without charge.

This notice caused a considerable amount of talk, and was really quite a convenience to customers, and possibly saved them considerable loss of money at times when packages were misplaced.

* * *

Every business man takes an inventory of his stock once or twice a year, for the purpose of finding out what has been his success during the past term. The wide-awake retail merchant not only learns what has been his success, how much he has made, what amount of stock he has on hand, but he also

learns his mistakes. This is the great virtue in taking stock—to find out what has been wrong and to correct it.

What is the use of a merchant taking an inventory if he does not learn something by it? Counting his stock does not increase it or diminish it—it simply gives him a record of what it really is. Therefore, taking an inventory does not either make his profits large or small, unless he learns from his inventory what have been his mistakes in the past and endeavors to correct any failures which he has made. If he does not learn anything from taking an inventory, what is the use of taking it? It is simply a worry, a trouble and an expense.

The only good an inventory can possibly be to you is to show you what you have done in the past that is wrong, or what you have done that is right. If you have been doing right, then stick to it, or, if you have made mistakes, the inventory will show you what they are, and it is then for you to correct them.

At inventory time it is not only well to take stock of goods which you have on hand, but also inventory yourself. What am I in the habit of doing in business that it would be better not to do? What mistakes have I made personally in the management of the business? How can I make my business more perfect during the coming year? Also take inventory of your employees—which of them have given me the best service? How many of them have been good salespeople during the past year?

By thus going over every point in yourself and in your employees you will find many things to correct. By correcting them you will make your business still more profitable for the coming year; so that when your next inventory is taken you will have less things to find fault with and less mistakes to correct.

It should thus be each year—that

at inventory time it would be profitable for every merchant to consider his ways and to correct any errors which may have occurred in the past. This will teach us, from our mistakes, how we may be better in the future.

* * *

System is of great advantage in any business and most especially so in a retail business, where the details are so numerous and where it becomes necessary that everything should be done promptly and to the entire satisfaction of the customer.

Some merchants, through lack of system, get into the very bad habit of putting things off from time to time. They are thus nearly always behindhand. It is never well to leave from one day to another any business transaction. Make a point every night before you leave to see that everything is in order; that everything that could possibly be done has been attended to. Do not put off until the morning any duties that could conveniently be attended to that day.

It is this putting off of some things until the next day which will crowd out other duties which come up and cause these in turn to be put off until the day following, and in this way keep you always a little behind in your business.

By making it a point to finish every day's business before the store is closed there is never any trouble the next day to take up any new line of bus'ness that may come up. Each day brings for itself plenty to do and each day should attend to its own business.

This can only be done by having system and by adhering closely to it. Have each person in your store understand distinctly what are h's or her duties and when is the time to attend them. Not only see that this is done, but set your employees the example by being systematic and punctual in every duty of your own which you have to perform. There is nothing like a good example. In business, as well as in war, a great deal of enthusiasm is added to the cause

where the general leads the army instead of simply commanding them to go.

* * *

A great many indifferent clerks might be made much better if they had a little instruction in the store from those over them. It is impossible for the salespeople to keep posted on all the new goods and fashions unless there is some one to give them necessary points. This ought to be a part of the buyer's business—when a new line of goods is purchased he should always go to each salesman who is likely to handle it, and explain to him about the texture of the fabric, what per cent of it is wool or cotton, suggest whether the colors are likely to wash or not, give the proper name of the goods and explain any other feature which could possibly be of assistance in making a sale.

By watching all these points a merchant can make his salespeople worth almost double to him what they would be if they were uneducated about the goods.

Purchasers always like to know the full particulars about any piece of goods which they are buying; they are often interested in knowing where it is made; and, more particularly, all the points about its wear and durability.

Any new features that the salesman may bring out will prove very interesting and assist in selling the goods.

Every lady who purchases goods likes to be waited on by an intelligent salesman who seems to know what he is doing. No lady would like to go into a store and find the clerk unable to tell her whether the goods were wool or cotton, or how much wool was in the goods, or whether it was going to be worn much during the coming season, or any other point which she would like to know.

Purchasers often ask a great many questions about different fabrics, and, if the salespeople can answer these intelligently, they not only make the present sale, but are apt to impress the customer so that when she needs another dress, at some future time, she is likely again to hunt up the house or the

salesman who was able to tell her so much of value before.

* * *

A great many retail stores have gotten into the habit of always harping on the cheapness of their goods and saying nothing else, dwelling on that subject so much that in order to give variety to their statements, they are sometimes compelled to say things that are not altogether true in regard to the prices at which they sell. They seem to be continually laboring to induce the public to believe that they are always in the position to give them goods for nothing.

Now "something for nothing" is not business and never will be as long as there is business. Everybody recognizes the fact that a business man is not in business either for love of it or fun, but to make money. He cannot possibly sell goods for less than they cost, or even for what they cost, and exist for any length of time; and yet we have advertisements thrust upon us every day in which people are claiming practically to give you \$2 worth of goods for \$1.

The fact of the matter is that no good merchant ever gives anybody \$2 worth of goods for \$1. He sometimes may give you more than your money's worth, simply as an advertisement, but he does not even do that as a regular thing. All that can be expected of a merchant is that he will give a fair value for the price. The public have a right to expect that he does not ask more than a thing is worth, and he has a right to exact from the public every cent that the thing is worth.

This habit, in which a great many houses are indulging, of claiming so much more than they really give, is one which is bound in the long run to react upon their business. They soon lose standing with the public in general, because it is easy to learn that such statements are false, and people who love the truth, and even those who do not, are more likely to patronize a store in which they believe that they will only be told the facts.

Some years ago, some one offered a prize for the best window sign which could possibly be written. A large number of persons all over the United States entered into competition and sent their window signs to the paper offering the prize. A number of competent judges were selected to make the award, and out of the lot the one adjudged to be the best, said :

"These shirts are worth \$2 ; our price for them is \$2."

It was unanimously agreed by the committee that the novelty of selling goods for just what they were worth, and presenting it in this crisp way, was certainly the best thing that could be gotten up for a sign.

* * *

One of the most valuable ways in which clerks can serve their employers is by showing special interest in the store and trying to sell goods by their personal efforts. By this is meant that very often, while waiting on a lady for some particular thing, one can suggest to her mind something else which is new or which she might also like to purchase at the same time.

This means of personal introduction of goods not only shows an interest in the house, but to some extent is pleasing to customers, who like to have attention paid to them when they are buying.

There is no way in the world to sell goods which remain on the shelves undisplayed. The only way in which a sale can ever be made is by showing the thing itself, and, if there is something new and attractive that the customer has not yet seen, show it to her, and it will often result in a sale which was not expected. If it does not result in an immediate sale, it will very often lead to a purchase at some future time.

* * *

Did you small retail storekeepers ever lose a good customer and not know the reason why? If you did, then you are to blame yourself. It ought to be your business to find out why you have lost a

customer, and if the fault is yours you ought to rectify it, so that you may not lose any more customers and so, if possible, you may regain the one that is already lost.

Some retail men seem to think that they know all about the retail business, either from having been "born merchants," as some say, or on account of long years of experience which they may have had in the retail trade. But there are none of us that cannot learn something every day, and it pays to investigate and find out what your customers think of you and your business.

A retail merchant is wholly dependent for his trade upon the opinion that his customers have of his business. If the people of any city think well of a retail store, think the prices are reasonable, the qualities good, think the firm are proper people to deal with, then necessarily their business must be a success; but if people think the reverse, the business of the firm will naturally be a failure. I therefore say that any business is wholly dependent upon the opinions of the people to whom it sells goods or is trying to sell goods.

If this is the case, would it not pay you to find out what your customers think of different methods which you may pursue, or different kinds of goods which you carry?

Once in a while you will find a customer who will volunteer information upon different subjects. Some lady will come in and complain that a certain piece of goods which she bought from you did not wear well, or that she afterwards found she could have gotten it cheaper somewhere else, or something to that effect. In the majority of cases these people who make these complaints are possibly "kickers" from general principles, and not on account of this particular article, and therefore their opinions are sometimes not worth very much, although none of these complaints will it do to neglect, because once in a great while they are just kicks, and the fault is with you or the house.

The great majority of people, however, who have fault to find with you and your store, will never say anything about it to you, although they may be very free to speak of it to others; and therefore, if you want to get the most useful information about what people think of you, you will have to do so by inquiring, and not waiting for them to make complaints.

Do you ever make a habit of going through the store and picking out some of your best customers and asking them if they have tried certain goods, and if so, what they thought of them? The majority of good customers which you have will feel quite free to give their honest opinions on the subject, if you will only approach them in the right way; and while some of them may give very faulty opinions, opinions which it will not do to follow, still the majority of them are no doubt sensible, thinking people who understand business and will give you suggestions which may be beneficial to you.

If you are pursuing any particular policy in your house, it is well to ask a number of your customers how the policy pleases them, or how they think it facilitates your business. Find out from your customers if they have received perfect satisfaction in every transaction with you, whether there has been any cause of complaint on account of any of the clerks not waiting on them properly; whether the goods have been delivered promptly, and as to whether they have given the service that ought to have been expected for the price.

If you will have it thoroughly understood among people who deal with you that you are glad to rectify any errors which may occur, or are thankful to them for making suggestions which may benefit your business, you will soon find that a great many persons will take interest enough to tell you things which otherwise you would never hear of, and which would work to your disadvantage if you did not know of them.

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